

RAY LEWIS
EDITOR AND
PUBLISHER
HERMANT BLDG.
21 Dundas Square
TORONTO

CANADIAN MOVING PICTURE

Digest

THIRTY-SIXTH YEAR OF PUBLICATION 1915-51

Vol. 43, No. 9

TORONTO, CANADA

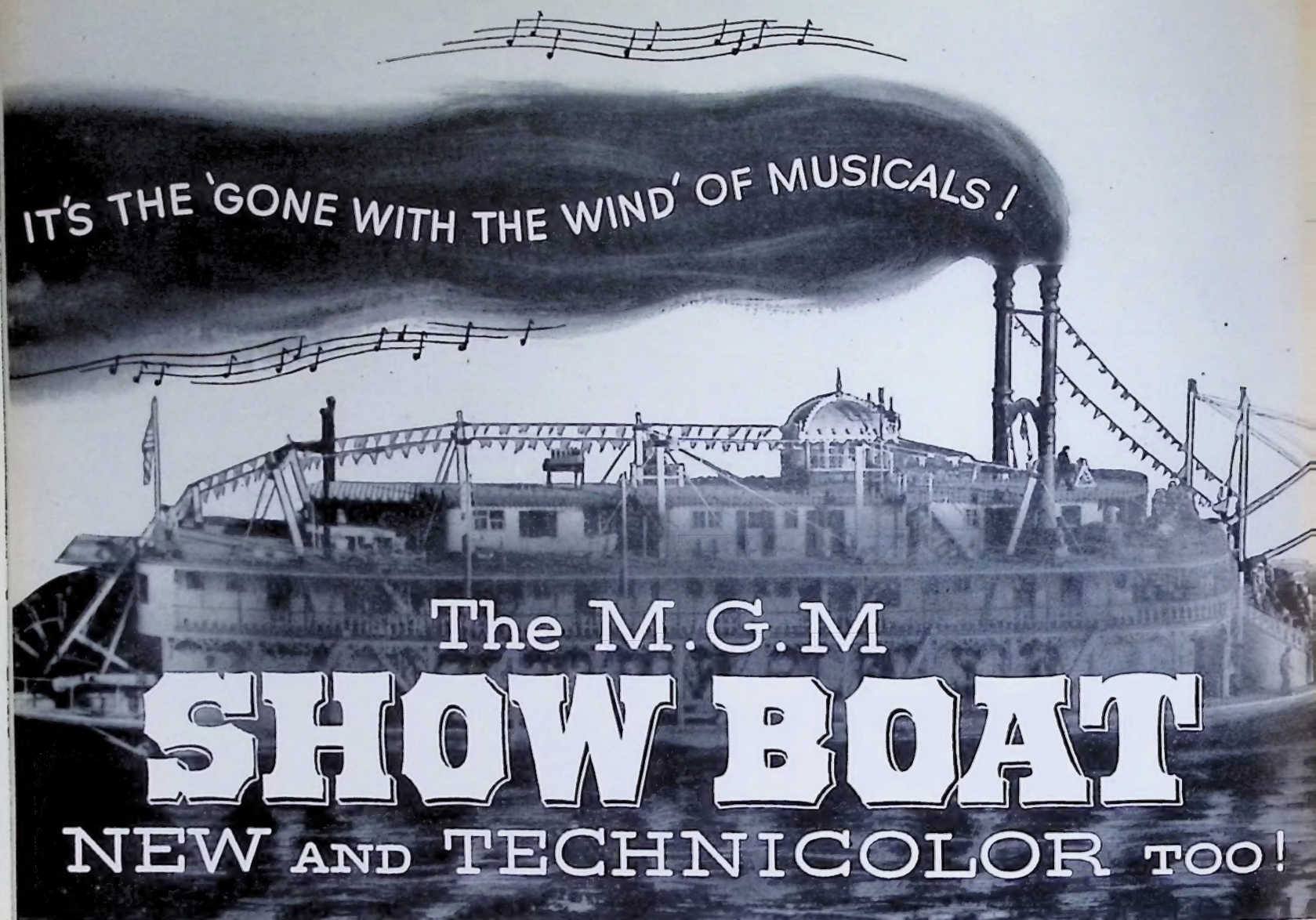
June 9, 1951

BIG CHIEF RANK



The British Government not having been successful in scalping J. Arthur Rank, through excessive taxation, he arrives in Toronto for the big Pow-Wow, and our Canadian Indians give him a feathered head-dress, and make him a Big Indian Chief at the JARO Roundup, Royal York Hotel.

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
21 DUNDAS SQUARE • TORONTO



ALL-TIME PREVIEW HIGH!

They tore down the house! They cheered! They loved it! The first Preview in the East made history at Loew's 72nd Street Theatre, N.Y. The report from Film Research Surveys is thrilling: "New high in audience recommendation for musicals, topping even 'The Great Caruso'." This makes it unanimous. In Hollywood the Preview got "the highest audience reaction" in M-G-M's Coast history!



M-G-M presents "SHOW BOAT" starring KATHRYN GRAYSON • AVA GARDNER • HOWARD KEEL • with JOE E. BROWN • MARGE and GOWER CHAMPION • Robert Sterling • Agnes Moorehead • William Warfield • Color by TECHNICOLOR • From the Immortal Musical Play "Show Boat" by Jerome Kern and Oscar Hammerstein, II • Based on Edna Ferber's Novel • Screen Play by John Lee Mahin • Directed by George Sidney • Produced by Arthur Freed

RAY PRESENTS



WHEN Mr. J. Arthur Rank and Mr. John Davis arrived in Toronto, the end of the week of May 20th, there was a Pow-Wow at the Royal York Hotel for which dinner Mr. Leonard W. Brockington, President of Odeon Theatres of Canada Limited was Chairman. The speakers were the English visitors and Mr. J. S. Duncan, a member of the Board of Directors.

The programme, which announced the speakers, had for its front page ten gallons hats, saddles, Indian head-dress, stirrups, a picture to gladden the eye of the glorious West, and this announcement, "Jaro Roundup and Pow-Wow, a get-together and talk-it-over of the J. Arthur Rank Organization in Canada." On the back cover, there was a cowboy seated upon his horse, the latter which looked as if he was ready to jump the corral, and this message, "Howdy pardner—Tie up your cayuse-unhitch your Broncs—'cause yor shore welcome at our campfire and chuckwagon—yor in mighty good company pardner with Western Buckaroos teamed with Eastern Braves and overseas medicine men: We're all set to stampede 'em into our opry houses with the best darn movies we've ever corralled: Tighten your saddle cinch-strap on yor scratchin' spurs—'cause there's agoin' to be a rip roarin' rampage o' Canucks ridin' high wide an' handsome from here on in."

Inside that thar cover I turns my lantern on that thar chuckwagon menu and it reads, Ontario Fruit Cup, Manitoba Indian Potage, Prime Western Saskatchewan steaks or British Columbia Salmon, Newfoundland Sea Food, Les Pommes Nouvelles de Quebec, New Brunswick peas, Rolls from the foothills of Alberta, P.E.I., meaning Prince Edward Island, Pie, Nova Scotia Log Roll, Coffee, Tea, Milk, which if you ask me, is sure good grub from the chuckwagon in a Royal York settin'. Thar is another message, "We welcome most cordially Chief Skye. (Pardner, he ain't any dressed-up Chief, he is the real McCoy, who places the head-dress upon the head of J. Arthur Rank, and takes him into the Brotherhood of Indian-Chiefs.) Thar is a welcome for "our other guests from the six nations—Honored Warriors and our Ancient Allies: Mohawks, Senecas, Onondagas, Cayugas, Oneidas and Tuscaroras."

CHARLES MAVETY of the Circle M Ranch loaned his collection of silver-mounted saddles and other Western Gear, Canada Packers Ltd. provided a gift of "succulent steaks," Colin Tait of the T. Eaton Co. loaned some of the decoration displays, Commissioner, Officers and Men of the R.C.M.P. gave their cooperation, Colonel Randall, Supervisor of Indian Affairs of Six Nations Reservation gave "much helpful advice and cooperation," and to all them thar pale-faces and tenderfoots and to the Royal York Hotel, the Chiefs of the Pow-Wow gave their thanks, and sang God Save the King.

Perhaps, at this time, it might be a good idea to refresh our memory on the origin on the use of the word, Indians. I have been told that when Columbus landed at Cat Island, he thought that he had landed on one of the Indian Islands, and gave the natives the name of Indians. India proper received its name from the River Indus. I have been endeavoring to find the proper name for the head-dress of Mr. Rank, quite a feather in his cap, if I may be permitted to say so, since it is a symbol of honour. I have been told that the feathers used in the head-dress of an Indian Chief signify the number of enemies slain, a new feather added to the head-dress for each new enemy slain. I hope that Jaro had a good Pow-Wow, and I congratu-

late Larry Graburn and his associates for that attractive Howdy Pardner Menu.

THE next film event was the Canadian Picture Pioneers Tenth Annual Meeting at the King Edward Hotel on Wed., May 30th. The business sessions started at 4 p.m. with reports from the president, and the sec'y-treas., including a report from the Benevolent Fund, which had disbursed approximately \$1,400 for Emergency Relief during the current year. This sum does not include local disbursements made by the various branches for Emergency Relief from local funds. There was considerable discussion concerning a recommendation which had been made by the Board of Directors dealing with a proposed resolution to change the By-laws governing the method of voting for the Board of Directors. The present method of voting calls for nominations from the members in sessions at the Annual Meeting, following which ballots are distributed for marking, scrutineers are appointed to count the ballots, and the eleven nominees which have the highest number of ballots are elected to the Board.

The By-law provides that a maximum of seven members of the old Board may be re-elected, but that each year there must be a minimum of four new members elected to the Board. It is proposed that members of the Canadian Picture Pioneers be sent a list of all the Pioneer members, and that they be requested to send in nominations to the Board. These nominees will then be asked if they wish to stand, following which the twenty nominees, who have the highest number of nominations, and who have signified that they will stand for election, will have their names printed on ballots. These ballots will be sent to the members, who will in turn vote for eleven of the nominees selected by the voters from the printed list of the twenty nominees. It is the opinion of the Board, that this method of voting would enable all the members to have a choice in the election of the Board of Directors, which in turn elects the officers of the Pioneers for the year.

PRIOR to the change in the By-law, the members of the Pioneers will be asked whether they are disposed to have the By-law changed, following which the change in the By-law must be approved by the Secretary of State, following which the proposed By-law must be presented at the next Annual Meeting in order that the members may cast a vote on the proposed new By-law. The Canadian Picture Pioneers operates under a Dominion Charter, therefore, these are the necessary rules which must be followed in order to change a By-law. The District branches are not governed by the same rules, and the By-laws require that the respective districts elect their district president annually. The Board and other officers are elected in accordance with district By-laws. Each district president automatically becomes a member of the National Board of Directors. The proposed change in the By-laws will not affect the District branches.

Two minutes of silence were observed in memory of Pioneers who had died during the past year, namely, in 1950, Wilfred Picard, Montreal; W. H. Cuzner, Sydney, N.S.; Ronald Kertson, Grand Falls, N.S.; W. P. Dewees, Vancouver, B.C.; R. J. Errington, Vancouver; Sam Glazer, Toronto; Chas. Laidlaw, Toronto; The Hon. Earl Lawson, Toronto; Ernie Moule, Brantford, Ont.; Thomas Pringle, Toronto; Wm. Rossborough, Toronto; R. A. Scott, Vancouver; J. M. Snowden, Winnipeg, Man.; and in 1951, Past-Pres. Leo M. Devaney, Toronto, I. Skouras, Montreal.

HAROLD Babcock of Sturgeon Falls, sent the Pioneers a telegram expressing regret at not being able to attend the meeting, but he, also, sent some white fish and sturgeon, which was served as one of the courses at the dinner, and which was thoroughly enjoyed. A telegram

(Continued on Page 6)

Paramount Sales Meet Tells Its Story To Canadian Exhibitors

Paramounteers from across the Dominion of Canada have just concluded one of the most-outstanding conventions. Confidence and optimism exuded from the sales meeting, presided over by Gordon Lightstone, Canadian General Manager. Sales Chief, Alfred W. Schwalberg; National Director of Advertising, Publicity and Exploitation, Jerry Pickman; General Manager in Charge of Short Subjects and Newsreel, Oscar Morgan attended the Canadian meeting representing New York Head Office.

In getting the two-day session under way in the Tudor Room of the Royal York Hotel, Mr. Lightstone first introduced the visitors from the Home Office, then striking a very happy note re-emphasized the standing and prize money of 1950's Golden Harvest Drive. First prize went to the Vancouver office headed by Bob Murphy, Branch Manager, second prize went to Tom Dowbiggin, Montreal Branch Manager, third prize to the Winnipeg office headed by Syl Gunn, Manager. Next in order were Toronto office headed by R. Simpson, Branch Manager, Calgary office headed by W. O. Kelly, Branch Manager and Saint John office headed by Pat Hogan, Branch Manager. The Pine-Thomas drive was won by Montreal with Vancouver in second place, while the special contest in connection with The Lawless was won by Montreal. Cheques for the last two drives were then given out.

The branch managers, salesmen and booker-salesmen then had a surprise for General Manager Lightstone. They had, unknown to him, carried on a drive in his name throughout the month of April. They had set their own quotas for this drive and were pleased to tell him that they had ended up with 107 percent of quotas. Mr. Lightstone found it very hard to respond with any more than an emotional "Thank you very much."

Mr. Lightstone on the strength of the past drives and the inspiring results of the Gordon Lightstone drive told the boys he was completely confident that their results in the field presaged the biggest year in Paramount's history now coming up. The remainder of the morning session was given over to lining up the coming Paramount drive from Labor Day to the end of the year.

Highlight of the Canadian meeting followed on the heels of the morning

session as the Canadian delegates moved up to the Roof Garden of the Royal York where they were joined by executives of the theatre circuits, Toronto theatre managers, many out-of-town theatre managers, press and trade press, to attend a salute luncheon to the Paramount Sales Chief Al Schwalberg. At the head table were Sales Chief Schwalberg; Canadian General Manager, Gordon Lightstone; President of Famous Players Canadian Corporation, J. J. Fitzgibbons; National Advertising Director, Jerry Pickman; Short Subject Manager, Oscar Morgan; National Film Board Commissioner, Arthur Irwin; Vice-President and General Manager of Odeon Theatres, Dave Griesdorf; Stan Gosnell, President of the Ontario Motion Picture Theatres Association; and Ben Friedman, President of the Independent Theatre Owners Association.

When Gordon Lightstone intro-

duced Mr. Schwalberg, at the conclusion of the luncheon, he was given a tremendous ovation. Mr. Schwalberg spoke on the current conditions in the industry. He spoke about the parallel that exists between the retail business and the theatre business and spoke, at length, on the merchandising of products. He had, he said, confidence in the future. He had made many trips around the country and had talked with many exhibitors. He had discussed their problems with them and felt now that much was being done to unify the industry and to bring to the exhibitors all those things that they wanted. Stan Gosnell thanked Mr. Schwalberg for coming and said the assembled guests would have greater confidence in the future as the outcome of his remarks. J. J. Fitzgibbons of Famous Players spoke after Mr. Gosnell suggesting that salesmen should know more about the pictures they are selling. After all, salesmen should be showmen. They should try and learn more about why the picture is being made and then go out and sell it. Seldom is a picture made that there isn't something in it to tell about. Find that out and then "go to town." Mr. Fitzgibbons also mentioned that shorts seemed to be completely overlooked. If we can get people into the theatres there is nothing to worry about. The Famous Players' president went on to tell about the joining of A.B.C. and U.P.T. He mentioned that although the F.C.C. had okayed the CBS color system, just a few days before, that, as he spoke, the issue was as dead as the idea of a crank on a modern automobile, that Paramount with its new chromatone picture tube televues would have receivers that would automatically tune itself to the reception of either color television or to the standard black and white transmission.

(Continued on Page 7)



In attendance at the Paramount's Canadian Sales Convention held at the Royal York Hotel, Toronto, May 31-June 1 were, seated, left to right: Oscar Morgan, General Manager in charge of Short Subjects and Newsreel, A. W. Schwalberg, President of Paramount Pictures Distributing Corporation, G. Lightstone, Canadian General Manager, Jerry Pickman, National Director of Advertising, Publicity and Promotion. Standing, left to right, Mickey Stevenson, Vancouver; Romeo Goudreau, Montreal; Bill Young, Montreal; Bob Murphy, Vancouver; Tom Dowbiggin, Montreal; Larry Gibson, Calgary; W. O. Kelly, Calgary; W. J. O'Neill, Toronto; P. J. Hogan, Saint John; Russ Simpson, Toronto; Syl Gunn, Winnipeg; Al Iscoe, Toronto; Ted Huber, Toronto; Jim Rea, Calgary; Win Barron, Toronto; Ambrose Theurer, Toronto; R. A. Thorne, Saint John; Bob Lightstone, Winnipeg; Bill Walkey, Toronto; Ed Clubb, Winnipeg; Norm Simpson, Winnipeg.

McCalls

heralds a sensational motion picture with unprecedented (1st time in 11 Years) 4 page feature! Tremendous unusual advance ballyhoo will make film most talked about in country by July... just in time for your engagement!



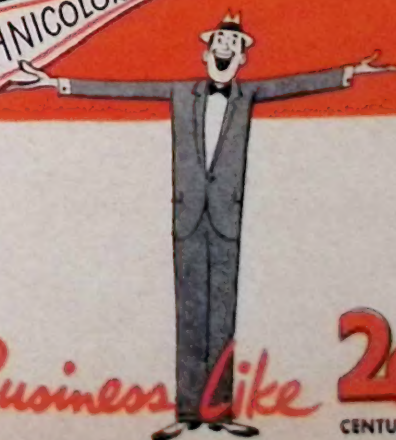
For helping a campus playboy to cheat on an exam, she becomes heroine of the sorority. "A cloch for Queen of the Fresh Frolic." This cynicism is the chief target of *Take Care of My Little Girl*

HOLLYWOOD TACKLES
SORORITY PROBLEM



TAKE CARE OF MY LITTLE GIRL

color by **TECHNICOLOR**



WE ARE HAPPY TO INFORM YOU THAT
TAKE CARE OF MY LITTLE GIRL HAS
BEEN SELECTED AS SEVENTEEN'S
PICTURE OF THE MONTH FOR JULY
CORDIALLY =
EDWIN MILLER
ENTERTAINMENT EDITOR
SEVENTEEN MAGAZINE

Look

-and watch
for LOOK'S
Terrific
story - out
May 22nd!

There's No Business Like **20** Business!

CENTURY-FOX

RAY PRESENTS

(Continued from Page 3)

from Ben Cronk, Jules Bernstein and Sydney Goldstone brought greetings from these Canadian Pioneers in Los Angeles.

The cocktail hour was the time for greetings, and we welcomed Syd. Taube, one of the original founders of the Canadian Picture Pioneers, visiting in Toronto from Calif., Tom Dowbiggin from Montreal, Bill Singleton from Montreal, Pat Hogan from the Maritimes, all Pioneer members, also Jack Butler and John V. Ward. Attending this hour of festivity, and the dinner, were Dick Pitts, Editorial Director of Compo and guest speaker, Emerson Yorke, of Little League Baseball, Oscar Morgan, Paramount Short Subjects and News Reel Chief, and from out-of-town the representatives of Paramount Pictures, who were in Toronto for the Paramount Film Service convention, namely, Tom Dowbiggin, Paramount Branch Manager, Montreal, Romeo Goudreau, Bill Young. From St. John, Pat Hogan, Ralph Thorne; from Winnipeg, Syl Gunn, Bob Lightstone, Norm Simpson, Eddie Clubb; from Calgary, Bill Kelly, Larry Gibson, Jim Rea; from Vancouver, Bob Murphy and Mickey Stevenson. Other Paramount Film Service staff and executives, who came to witness the initiation of Gordon Lightstone, their chief, were W. J. O'Neill, H. Q. Burns, Russ Simpson, Al Iscove, Win Barron of Canadian Paramount News Weekly, and Advertising, Publicity and Exploitation Department. The press representatives Hye Bossin, Canadian Film Weekly, R. McStay of Variety and Canadian Moving Picture Digest.

THERE were approximately one hundred and twenty-five guests at the dinner, the president, Ray Lewis, presiding as Chairman, gave the address of welcome. Morris Stein in his usually able manner introduced the guest speaker, Dick Pitts, who prior to joining the staff of Compo, in Aug. of 1950, was for sixteen years Movie Editor of the Charlotte Observer, Charlotte, N.C.

Mr. Stein stated that Dick Pitts had attained world-wide recognition in the film industry in 1948, when he wrote a series of twelve columns on, What's Right With Hollywood. This series was reprinted in pamphlet form and given world-wide circulation by the Motion Picture Association of America.

Dick Pitts served for three years with the U.S. Army Engineers two of which were in the European Theatre of Operation. He has written, directed, produced and acted in radio dramas for several years, and has been radio commentator for more than twenty years in the Carolinas, although his different activities have not permitted him to officiate in this capacity continuously. His versatility has found him a fiction-writer, commercial artist, newspaper cartoonist and an engineering draftsman.

Since his association with Compo, he has addressed civic groups, women's clubs, exhibitors' meetings in an effort to tell his listeners some facts about Hollywood, and the Moving Picture Industry, without minimizing the faults which send into circulation the stories, which tend to destroy Good Public Relations. He has publicized what is good about Hollywood, stories which have revealed Show People as among the most public-spirited in national services, in welfare services, in philanthropy, and in the field of Public Entertainment.

DICK Pitts was a most interesting speaker, breezy in his story-telling, and informative. Oscar Hanson, Vice-Pres. introduced Emerson Yorke, responsible for making available to the Pioneers the prints of Little League Baseball, through which the Pioneers raised \$1,200 for the Benevolent Fund. A tribute was paid to Arthur Gottlieb of Film Laboratories and Audio Pictures for his cooperation in this service. Emerson Yorke stressed that more at-

tention should be given to Shorts by exhibitors.

Oscar Morgan, Short Subjects and News Sales Manager of Paramount, who spends part of the summer months in his home, situated among The Thousand Islands, in Ontario, prefaced his remarks with, "I am not here to sell you Paramount Shorts or News," but pointed out where exhibitors lost a good bet in failing to capitalize on the timeliness of Screen News, and the entertainment values in the Short Subjects and their public appeal.

JACK Arthur, Archie Laurie and Walter Kennedy arranged a first-class show, good enough to hold the attention of the Pioneers for an hour or more. Good Singing, good dancing, good vaudeville acts, which completed an enjoyable evening, not overlooking the initiation of the Pioneer-candidates, who were Lewis H. McBride, Doug Ed Smee, Wm. Forman, C. Alexander, F. Young, Gordon Lightstone, Mervyn Goldstone, Leon Osier, James Eastwood, Alfred Sedgwick, Manfield (Bob) Milligan, Stewart G. Gillespie. The committee in charge gave The Initiates a ceremony which they and the Pioneers will remember, with the spotlight on Gordon Lightstone, who, without intent, stole the show.

Jack Arthur was given two very fresh and good-sized fish, to take home to Mrs. Jack Arthur, presented to him by Archie Laurie, on behalf of the Pioneers; and in appreciation for being alive today. You will recall that Jack Arthur, a few weeks ago, went on a fishing trip, his boat upset and Jack was saved from drowning by one of his companions.

A TRIBUTE was paid to Associated Screen News for the film record which they have been making of the Pioneers' Annual Meetings since 1941. Roy Tasch was again on the job, and secured some excellent shots, all of which will be included in the Pioneers film, As Others See Us. Those who attended the Annual Meetings were unanimous in stating, that the Pioneers meeting and dinner was a Film Event only equalled by the earlier Pioneer Event, The Simon Meretsky Testimonial Dinner. The President of the Pioneers pointed out, that being a Pioneer meant belonging to the Senate, The Upper House of the Show World, in which were joined together, in a spirit of comradeship, good fellowship and service, the members of our Industry, in Canada, who had been actively engaged in Motion Pictures for a minimum of twenty-five years.

Re-elected to the Board of Directors were Oscar Hanson, Charles Mavety, Clare Appel, Archie Laurie, Walter Kennedy, Ray Lewis, and newly-elected members to the Board were, Harold Pfaff, Harry Law, Frank Vaughan, Bill Redpath, Charles Dentebeck. The Board of Directors will elect and announce the new officers, who have not as yet been elected by the Board. A vote of thanks was given to the Entertainment Committee which organized such an excellent show, and timed its presentation to the best advantage. The scrutineers for the counting of the ballots were David Ongley, solicitor for the Pioneers, Frank Fisher and Syd. Taube.

ON Thursday, May 31st, Paramount Film Service had a luncheon for its staff, with exhibitors and bookers and the press as guests. Gordon Lightstone presided and introduced A. W. Schwalberg, President of Paramount Pictures Distributing Corp., who again demonstrated his ability to say the right thing, to the right people at the right time. Al Schwalberg differentiated between showmanship and merchandising, and stressed the need of the merchandising of product, not only as between salesmen and exhibitors, but the follow-up which brought the product right to the exhibitor's public.

(Continued on Page 11)

Paramount Sales Meet

(Continued from Page 4)

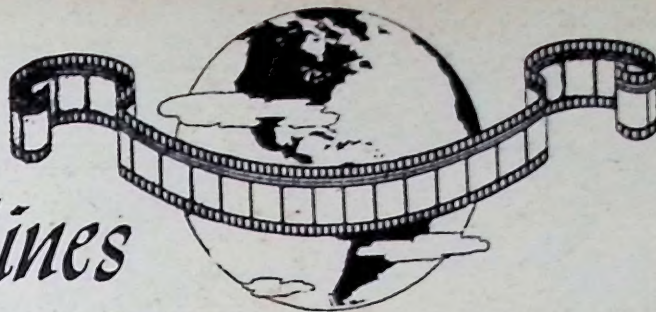
Immediately after the luncheon, Paramounters re-convened in the Tudor Room where they heard a powerful resume of activities in the advertising, promotion and exploitation department through Jerry Pickman, National Director of advertising, publicity and promotion. He urged the Canadian men to join his department in an unparalleled drive for maximum publicity and advertising on every Paramount release. He spoke of the means of improving the recently formulated merchandising program set up to narrow the gap between the completion of a picture and its release date. He briefed those present on the exploitation and publicity plans envisioned for the forthcoming productions and laid emphasis on the big plans his department had for presenting the story of Paramount releases to the public.

Oscar Morgan followed Jerry Pickman with his program on Short Subjects and Newsreel. A total of 58 one-reel shorts, 34 of which are cartoons in colour by Technicolor, and 52 issues of Canadian Paramount News will be released by Paramount in the A-11 season, Morgan announced. The schedule will consist of 8 Popeyes (Technicolor), 4 Popeye Champions (Technicolor), 10 Noveltoons (Technicolor), 6 Caspar (Technicolor), 6 Pacemakers, 12 Grantland Rice, Sportlights, 6 Kartunes (Technicolor) and 6 Toppers. "The Topper Series," Morgan announced, "represented a forward step in the production and distribution of Paramount short subjects." Mr. Morgan was followed by Sales Chief Al Schwalberg who told the Canadian Paramount Field Force about the improvement at the Studios, that he was very pleased with the wonderful working partnership that now existed between sales and production, and again, mentioned the parallel between the retail and theatre business. He explained about the new "merchandise," a far reaching step in promoting more dynamic salesmanship and better exhibitors' relations. Mr. Schwalberg said, "It is my belief that 'Merchandising' could serve a very useful purpose as a clearing house for ideas and suggestions to help promote the best interest of our customers." In closing he again expressed his confidence in the future and was given a standing ovation lasting several minutes on the conclusion of his talk.

Gordon Lightstone then read many congratulatory telegrams from Paramount executives in the States and one from Hugh Burns, Canadian Ad-Sales Director who is currently confined to bed. The first day's meeting was then ended.

Mr. Schwalberg and Mr. Pickman left by Trans Canada Airlines for New

TRADE headlines



Stan Gosnell, Manager Loew's-Uptown, died suddenly of a heart attack Sunday, June 3rd.

Paramount Pictures acquires interest in the Telemeter Corp. of America and appoints Paul Raiburn as Chairman of new Telemeter Board.

David Loew is President of Telemeter reorganized as a Delaware Corp. Carl Leserman is Executive Vice-President, Eugene J. Zukor Secretary-Treasurer.

Telemeter system is described as "home box-office, attachable to any television set".

Massey Commission Report excites considerable comment concerning advocacy of government control of Radio-Television and an interest in all cultural developments in Canada.

500 U.S. exhibitors attend Warner's screenings.

MGM's Mario Lanza operatic film topping box-offices in the U.S.

Warner Bros. will retain their music companies.

20th-Fox separation decree has been signed.

Trade paper editors in U.S. will join RKO promotion representatives in New York area in judging prize-winners on "The Thing".

York. On Friday, June 1, the meeting opened with Gordon Lightstone in the chair assisted by Oscar Morgan. The Morning discussion was confined to full analysis of various Canadian situations along with discussions of liquidation and delinquency. In this regard, Mr. Lightstone laid emphasis on the fact that the field force should at all times make much use of the good old term "horse sense."

After luncheon, Oscar Morgan spoke at length on the two months sales drive "The Salute to Al Schwalberg" July 1-September 1. Morgan related the story behind the Al Schwalberg drive—how the drive had been spontaneously generated at a closed meeting of the field force at its recent National Sales Convention in New York City. No money, prizes or other inducements will be offered for the July-August

drive which is solely and completely a demonstration of the high regard in which Al Schwalberg is held by his field force. The sales staff will have some of the year's outstanding products with which to make this demonstration. In release for July-August will be five of Paramount's top pictures including PASSAGE WEST in colour by Technicolor starring John Payne, Dennis O'Keefe and Arleen Whelan; ACE IN THE HOLE starring Kirk Douglas and Jan Sterling; PEKING EXPRESS starring Joseph Cotton and Corinne Calvet; THAT'S MY BOY starring Dean Martin and Jerry Lewis and WARPATH in colour by Technicolor starring Edmond O'Brien, Dean Jagger, Forrest Tucker and Polly Bergen. Mr. Morgan touched on the salute dinner to Al Schwalberg held in

(Continued on Page 10)

CARGO THAT BLASTS THE SEA WIDE OPEN!

Savage passions aflame in the
North Atlantic...unleashed by
treachery...hate...violence!



A beautiful woman
learns what it means
to be held captive!

DANA ANDREWS
CARLA BALENDA
CLAUDE RAINS

SEALED

CARGO

with **PHILIP DORN**

Based on the Saturday Evening Post story "THE GAUNT WOMAN"

YOUR TOWN COVERED BY NAT'L ADS
in Life, Look, Sat. Eve. Post, Collier's and
the American Weekly Sunday Newspaper
Supplement in 22 major cities!



Produced by WARREN DUFF • Directed by ALFRED WERKER • Screenplay by DALE VAN EVERY • OLIVER H. P. GARRETT • ROY HUGGINS

BOOKED FOR BROADWAY RUN AT THE BIG PARAMOUNT THEATRE!

FOX CONVENTION IN LOS ANGELES JUNE 12-15

Twentieth Century-Fox will hold its first national sales convention since 1948 in Los Angeles on June 12-15, it has been announced by Al Lichtman, Director of Distribution, at a trade press luncheon at the home office introducing his new Eastern and Western sales managers, Arthur Silverstone and Edwin W. Aaron.

Policies to be discussed at the national round table conference, to be attended by executives of the company, division managers, branch managers and members of the company's advertising, publicity and exploitation department, will centre around the strongest line-up of films ever offered in the company's history, Lichtman said.

The meetings will be held at the National Theatres Conference Room in Los Angeles, with the visiting executives staying at the Hotel Ambassador.

During the course of the meeting, the delegates will see three of the company's top productions for the remainder of 1951. These, currently being completed by vice-president in charge of production Darryl F. Zanuck, will be Zanuck's own production in Technicolor of "David and Bathsheba," "Decision Before Dawn," the Anatole Litvak-Frank McCarthy produced story of Germany in the last days of the war, and the newest Belvedere hit, "Mr. Belvedere Rings The Bell," starring Clifton Webb.

Discussion will be held in round-table style in order to give individual attention to exhibitors problems in every section of the country.

Particular emphasis will be laid on national advertising, publicity and exploitation plans designed to give intensive local level backing to the company's array of product.

Canada will be represented by Peter Myers, newly appointed Canadian divisional manager, Phil Sherman, who has taken Myers' place as Toronto branch manager, and Sam Glazier, Canadian advertising manager.

Flame Of Araby

Maxwell Reed, who starred recently in *The Clouded Yellow* and *The Dark Man*, is scheduled to appear before the cameras in Hollywood with Mau-

reen O'Hara and Jeff Chandler in Universal-International's *Flame of Araby*.

Toronto and District

BILL PRESS

Famous Players Canadian Corp. has maintained its new dividend rate on the common shares by declaring a payment of 30c for the second quarter of 1951, payable June 23 to stockholders of record at the close of business on June 8.

Last year the big circuit company was paying quarterly dividends of 25c until the close of 1950. The common shares are the sole outstanding stock of Famous Players.

The concert appearance of Maurice Chevalier at the Grand Theatre in London, Ont., scheduled for May 24, was cancelled and refunds were made to those who had bought tickets in the advance sale.

The French comedian filled his engagements at Toronto in the same week.

When the Peterboro, Ont., Drive-In observed its second anniversary on May 28, there was not only a special screen program but free orchids were presented to lady patrons as a birthday gift.

* * *

Fred H. Fink, manager of the Crown Theatre, 591 Gerrard Street East, Toronto, for more than three years, ran a highly-successful theatre night for the 60th Company of the Girl Guides, after tie-ing in with the Broadway YMCA for two benefit nights.

No less than 1,500 tickets were sold for the Girl Guides show, the theatre having some 730 seats, which meant capacity for two performances. A number of radio and vaudeville personalities helped the Guiders.



PETER S. MYERS



Matt Cvetic (centre) whose book Warner's used to base their *I Was a Communist* for the F.B.I. shown with Jack Karr, film critic of the Toronto Daily Star on the right and Stan Andrews from Brantford.

THE CANADIAN MOVING PICTURE DIGEST

Entered as Second Class Matter

RAY LEWIS
Editor-in-Chief

Address all mail to the Publisher
CANADIAN MOVING PICTURE DIGEST
COMPANY, LIMITED
21 Dundas Square - Toronto
Telephone: Waverley 8696
Cable: Raydigest

Established 1915. Publication weekly.
Subscription: \$5.00 yearly

— Correspondents —

A. L. FAIRWEATHER.....Saint John, N.B.
J. J. CONKLIN.....Winnipeg, Man.
BRUCE PEACOCK.....Regina, Sask.
JACK DROY.....Vancouver, B.C.
WILL McLAUGHLIN.....Ottawa, Ont.
BILL PRESS.....Toronto, Ont.



In attendance at the Paramount's Canadian Sales Convention held at the Royal York Hotel, Toronto, May 31-June 1 were, seated, Jerry Pickman, National Director of Advertising, Publicity and Promotion, A. W. Schwalberg, President of Paramount Pictures Distributing Corporation, G. Lightstone, Canadian General Manager, Oscar Morgan, General Manager, in charge of Short Subjects and Newsreel along with the Branch Managers from across Canada. Shown here from left to right: Syl Gunn, Winnipeg; W. O. Kelly, Calgary; P. J. Hogan, Saint John; Tom Dowbiggin, Montreal; R. R. Murphy, Vancouver; Russ Simpson, Toronto.

Paramount Sales Meet

(Continued from Page 7)

New York a few weeks ago—a tribute to a fine man who will long be remembered. Morgan also spoke on the Golden Circle and how each of the stars-to-be had been hand-picked by Paramount. Mr. Morgan then left the meeting to return to New York.

Immediately after the departure of Mr. Morgan, Mr. Lightstone defined the policy of Paramount for the coming year. In concluding the meeting the Canadian salesmen unanimously agreed to the sending of a wire to New York giving their enthusiastic endorsement to the Al Schwalberg drive and a promise to make it an outstanding milestone in the long and successful story of Paramount Pictures.

Among those in attendance at the convention were SAINT JOHN BRANCH: P. J. Hogan, Branch Manager, Ralph Thorne, Booker-Salesman; MONTREAL BRANCH: Tom Dowbiggin, Branch Manager, Romeo Goudreau, Salesman, Bill Young, Booker-Salesman; TORONTO BRANCH: R. Simpson, Branch Manager, Al Iscove, Salesman, Ted Huber, Booker-Salesman, Bill Walkey, Booker-Salesman, Ambrose Theurer, Short Subject Booker; WINNIPEG

BRANCH: Syl Gunn, Branch Manager, Bob Lightstone, Salesman, Norm Simpson, Booker-Salesman, Ed Clubb, Booker-Salesman, Jim Rea, Salesman; VANCOUVER BRANCH: Bob Mur-

phy, Branch Manager, Mickey Stevenson, Booker-Salesman; TORONTO HOME OFFICE: W. J. O'Neill, Secretary-Treasurer and Branch operations, Win Barron, News and Ad.-Pub.



STAN GOSNELL, veteran showman and Loew's Uptown (Toronto) manager died last Sunday. Gosnell is shown seated at the head table at the Paramount Film Convention luncheon beside J. J. Fitzgibbons. This was Stan Gosnell's last public film trade appearance.

RAY PRESENTS

(Continued from Page 6)

The position of the producer and distributor was revealed in a story of comparison with the position of the exhibitor, which had a humorous but factual flavor. Mr. Schwalberg related how the Vikings dreamed of Valhalla when their work on earth was done, the Hindus dreamed of Nirvana, the Indians dreamed of a Happy Hunting Ground, the Mohammedans dreamed of meeting with the Prophet Mohammed, and the beautiful hours who would serve them. The exhibitors dreamed of Florida, and Al Schwalberg rejoiced that among the many exhibitors who were present, there were many who had seen their dream fulfilled, for their countenance bore the imprint of the kiss of Florida's sun.

"I rejoice," said Al Schwalberg, "that you exhibitors have achieved your Valhalla, your Happy Hunting Ground, keep healthy, but what about permitting a bit of that healthy glow to brown the faces of producers and distributors? What do producers and distributors dream of? How can we get our money back, how can we break even on the cost of a picture? Who among the producers and distributors ever talks about profits?"

STAN Gosnell, manager of Loew's Uptown Theatre and President of the Ont. Motion Picture Exhibitors' Assoc. moved a vote of thanks to Mr. Schwalberg. As I write these lines, and mention the name of Stan Gosnell, I am grieved to report that this fine showman and gentleman, this gracious personality is with us no more, for Stan Gosnell died in St. Michael's Hospital of a heart attack on Sunday, June 3rd. I have never heard Stan Gosnell complain of ill-health, he always appeared to be in good health, and in good spirits. The story is that two police officers making the rounds found Stan Gosnell ill in the office of the theatre, where he had come to do some work.

Stan had moved to a new home recently, and there

was no telephone as yet installed. The police officer telephoned Mort Margolius, manager of the College Theatre, following which Mrs. Gosnell, the widow, was notified. Stan Gosnell was a popular manager, he was a good showman, an active worker in Variety, and it was always a pleasant experience to meet and talk with him. We will miss him greatly, for he was far, far too young to die, being only in his 42nd year.

WHAT is the dream called life in which we move for such a little time in the Eternity of Years? So little time in which to love, so little time for hate and strife, so little time in which to make our vision great, so little time to span the Bridge of Tears. Give me your hand, if mine be weak, your hand will make my own feel strong, give me your friendship, if my years be numbered short, your years of friendship will help to make my life seem long, and I will meet old Cross-bones, perhaps with bated breath, but in my heart a song.

On Thursday of last week, Matt Cvetie was the guest of the Famous Players Canadian Corp. at Variety Club, and related some of the experiences published in his book, "I Was A Communist For The F.B.I.", produced by Warner Bros., currently showing at Shea's.

Another Film Event was the Reception in honour of the National Film Commissioner, Arthur Irwin, at the Royal York Hotel, on Thurs., May 31st. Representatives of the Film Trade and the press were present. The host for this happy occasion was the National Film Board.



Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL
14 Hours (20th-Fox) with Paul Douglas and Richard Basehart.

LOEW'S
Third Week. The Great Caruso (MGM) Technicolor with Mario Lanza and Ann Blyth.

UPTOWN
Target Unknown (E-U) with Mark Stevens and Alex Nicol.

SHEA'S
I Was a Communist for the F.B.I. (WB) with Frank Lovejoy and Dorothy Hart.

UNIVERSITY-NORTOWN
Second Week. Goodbye My Fancy (WB) with Joan Crawford and Robert Young.

ODEON-CARLTON
Second Week. Rawhide (20th-Fox) with Tyrone Power and Susan Hayward.

HYLAND
Fourth Week. The Browning Version (JARO) with Michael Redgrave and Jean Kent.

VANCOUVER

VOGUE
Second Week. Rawhide (20th-Fox) with Tyrone Power and Susan Hayward.

STUDIO
Four Steps in the Clouds (JARO) with Gino Cervi and Adriana Benetti.

CAPITOL
Second Week. Father's Little Dividend (MGM) with Spencer Tracy and Joan Bennett.

STRAND
Cry Danger (RKO) and Outrage (RKO).

SAINT JOHN

CAPITOL
Valentino (Col.) Technicolor with Anthony Dexter and Eleanor Parker.

PARAMOUNT
On the Riviera (20th-Fox) Technicolor with Danny Kaye and Gene Tierney.

CALGARY

CAPITOL
Father's Little Dividend (MGM) with Spencer Tracy and Joan Bennett.

PALACE
Grounds for Marriage (MGM) and State Penitentiary (Col.).

GRAND
Kansas Raiders (E-U) Technicolor with Audie Murphy and M. Chapman.

UPTOWN
Morning Departure (JARO) with John Mills and R. Attenborough.

WINNIPEG

CAPITOL
Operation Pacific (WB) with John Wayne and Patricia Neal.

LYCEUM
Valentino (Col.) Technicolor with Anthony Dexter and Eleanor Parker.

MET
14 Hours (20th-Fox) with Paul Douglas and Richard Basehart.

ODEON
Up Front (E-U) with David Wayne and Tom Ewell.

MONTREAL

CAPITOL
The Lemon Drop Kid (Para.) Bob Hope and Marilyn Maxwell.

LOEW'S
Lullaby of Broadway (Para.) Technicolor with Doris Day and Gene Nelson.

PALACE
Follow the Sun (20th-Fox) with Glenn Ford and Anne Baxter.

FABIOLA

Douglas V. Rosen, general manager of International Film Distributors Limited, announced Friday that FABIOLA has smashed all boxoffice records, in money and attendance, in its first week's run at the Towne Cinema, Toronto.

Despite the summer's first "hot spell" of seven days duration and the nation's first "away-to-the-country" holiday, FABIOLA racked up an all-time high at the Towne Cinema box-office. From shortly after noon until after 9 o'clock each night long lines of eager patrons lined up to see FABIOLA, that goddess of love in a city of sin.

*You'll get
ACTION!
at your
Box-Office
- if you book
these hits from*

**EAGLE-LION
(HOLLYWOOD)
DURING 1951**



Distributed by J. ARTHUR RANK FILM DISTRIBUTORS (CANADA) LTD.

**PREHISTORIC
Color by
CINECOLOR WOMEN**

LAURETTE LUEZ & ALLAN NIXON

Has proved to be the
most exploitable picture
of the year!

Circle of Danger

RAY MILLAND & PATRICIA ROC

Suspenseful search for
a soldier's murderer!

TWO LOST WORLDS

LAURA ELLIOTT & JIM ANNENS

Taut adventures in
The Clipper Ship Era!

When I Grow Up

ROBERT PRESTON MARTHA SCOTT
& BOBBY DRISCOLL

Boyhood excitement at
its very best!

KOREA PATROL

RICHARD EMORY & TERI DUNA

An action-packed "first"
from the front lines
in Korea!

THE LONG DARK HALL

LILLI PALMER & REX HARRISON

Top flight murder mystery
drama. All star cast!

VOLCANO

ANNA MAGNANI & ROSSANO BRASSI

Violent murder on a
grim volcanic island.

"The Jackie Robinson Story"

starring JACKIE ROBINSON as himself

Starring JACKIE Himself

An exploitation natural -
cash in on Robinson's
best pro year.